

Throughout this lesson...

Learners will work on the classification of intellectual property according to the WIPO framework.



In this lesson, we will learn...

To recognize the current legal framework for the registration of intellectual property of the products that are designed for the O-City Platform.



According to the WIPO, intellectual property is classified in:

- Copyright: Copyright (or author's right) is a legal term used to describe the rights that creators have over their literary and artistic works. (WIPO)



- Patents: A patent is an exclusive right granted for an invention, which is a product or a process that provides, in general, a new way of doing something, or offers a new technical solution to a problem. To get a patent, technical information about the invention must be disclosed to the public in a patent application.



- Trademarks: A trademark is a sign capable of distinguishing the goods or services of one enterprise from those of other enterprises. Trademarks are protected by intellectual property rights.



- Industrial designs: In a legal sense, an industrial design constitutes the ornamental aspect of an article. An industrial design may consist of three-dimensional features, such as the shape of an article, or two-dimensional features, such as patterns, lines or color.



- Geographical indications: A geographical indication (GI) is a sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin. In order to function as a GI, a sign must identify a product as originating in a given place.



- Trade secrets: Trade secrets are intellectual property (IP) rights on confidential information, which may be sold or licensed. In general, to qualify as a trade secret, the information must be:
 - commercially valuable because it is secret,
 - be known only to a limited group of persons, and
 - be subject to reasonable steps taken by the rightful holder of the information to keep it secret, including the use of confidentiality agreements for business partners and employees.





To conclude...

Learning the legal framework of intellectual property is necessary in order to register multimedia on the O-City platform.

If we show, we sensitize ...
If we sensitize, we protect!



CREDITS

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